

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 5, 7, 8 and 10-12 and ADD new claim 13 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A service system, comprising:
  - a storage device storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program;
  - a communication device receiving position information of a mobile station and service selection information;
  - a selection device retrieving from the storage device a selectable service program based on the service selection information and retrieving area information corresponding to the retrieved selectable service program;
  - an area decision device making a decision of whether a position represented by the position information of the mobile station is included in an area corresponding to the retrieved selectable service program; and
  - an execution device executing the retrieved selectable service program to provide a service to the mobile station when the position is included in the area.
2. (ORIGINAL) The service system according to claim 1, wherein, when the position is not included in the area, the execution device notifies the mobile station that the mobile station is outside a service area.
3. (PREVIOUSLY PRESENTED) The service system according to claim 1, further comprising:
  - a user decision device, and wherein the storage device stores a plurality of pieces of user information each of which corresponds to a selectable service program, the communication device receives user identification information, the selection device retrieves user information

corresponding to the selectable service program, the user decision device makes a decision of whether a user represented by the identification information corresponds to the retrieved user information, and the execution device executes the retrieved selectable service program when the user corresponds to the retrieved user information.

4. (ORIGINAL) The service system according to claim 1, wherein the communication device receives one of position information sent from the mobile station and position information of a base station which have established communication with the mobile station, as the position information of the mobile station.

5. (CURRENTLY AMENDED) A service system, comprising:

a storage device storing freely settable area information corresponding to a defined area within a service coverage area and ~~a selectable service program programs~~, the area information ~~corresponding being set to correspond to at least one of the selectable service program~~ programs;

a communication device receiving position information of a mobile station;

a decision device ~~for making a decision of determining~~ whether a position represented by the position information of the mobile station is included in ~~an the defined~~ area corresponding to the at least one of the selectable service program programs; and

an execution device executing the at least one of the selectable service program programs corresponding to the area information to provide a service to the mobile station within the service coverage area when the position is included in the defined area.

6. (PREVIOUSLY PRESENTED) A mobile station, comprising:

a communication device transmitting service selection information to a service system which stores a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program; and

a device receiving a service from the service system when the service system receives service selection information and position information of the mobile station, retrieves a selectable service program based on the service selection information and area information corresponding to the selectable service program, makes a decision of whether a position represented by the position information of the mobile station is included in an area represented by the retrieved area

information, and executes the retrieved selectable service program based on a result indicating that the position is included in the area.

7. (CURRENTLY AMENDED) A computer-readable recording medium recorded with a program for enabling a computer to perform operations, comprising:

retrieving a specified selectable service program and area information corresponding to a defined area and ~~which is stored corresponding to~~ the specified selectable service program from a storage device storing ~~a plurality of pieces of~~ freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, ~~each piece of the~~ area information being settable to correspond to any one of the ~~corresponding to each selectable service program~~;

deciding whether a position of a mobile station is included in ~~an~~ the defined area represented by the retrieved area information corresponding to the specified selectable service program; and

executing the retrieved selectable service program to provide a service to the mobile station within the service coverage area when the position is included in the area defined area.

8. (CURRENTLY AMENDED) A service method, comprising:

storing a plurality of pieces of freely settable area information corresponding to a defined area within a service coverage area and a plurality of selectable services for respective different services, each piece of area information ~~corresponding~~ being set to correspond to at least one of the ~~to each selectable service~~ services;

deciding whether a position of a mobile station is included in ~~an~~ the defined area corresponding to a selectable service selected by the mobile station; and

providing the selected service to the mobile station within the service coverage area when the position is included in the defined area.

9. (CURRENTLY AMENDED) A service system, comprising:

storage means for storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program;

communication means for receiving position information of a mobile station and service selection information;

selection means for retrieving from the storage device a selectable service program based on the service selection information and area information corresponding to the selectable service program;

area decision means for making a decision of whether a position represented by the position information of the mobile station is included in an area corresponding to the retrieved area information; and

execution means for executing the retrieved selectable service program to provide a service to the mobile station when the position is included in the area.

10. (CURRENTLY AMENDED) A computer-readable medium ~~propagation signal for propagating having~~ a program stored therein to cause a computer, ~~the program enabling the computer to perform~~ operations, comprising:

receiving a service request for a specified service program;

retrieving ~~a the~~ specified service program and area information ~~which is corresponding to a defined area stored corresponding and~~ to the specified service program from a storage device storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information ~~corresponding~~ correspondingly set to at least one of the ~~to each service program~~ selectable service programs;

deciding whether a position of a mobile station is included in ~~an the~~ defined area corresponding to the retrieved area information of the specified service program; and

executing the retrieved specified service program to provide a service to the mobile station when the position is included in the defined area.

11. (CURRENTLY AMENDED) A service system, comprising:

a storage device storing area definition information for at least three areas within a service coverage area and at least three selectable service programs corresponding to the areas, ~~where the selectable service programs provide~~ providing different services;

a communication device receiving position information of a mobile station;

an execution device executing ~~the~~ a selected one of the at least three selectable service ~~program~~ programs corresponding to the area information to provide a service to the mobile station when the position is included in the defined area.

12. (CURRENTLY AMENDED) A service method to provide a mobile station with a selected ~~a selectable~~ service program among selectable service programs offered, comprising:  
linking area information within a service coverage area to ~~the selectable service~~ program ~~at least one of the selectable service programs~~;  
receiving position and service selection information of the mobile station; and  
providing the ~~selectable~~ selected service program to the mobile station upon determining that the received position information of the mobile station corresponds to the linked area information ~~within the service coverage area of the selectable~~ selected service program.

13. (NEW) A method of providing selectable service programs to a mobile station, comprising:  
detecting position information of the mobile station responsive to a service program request; and  
providing the mobile station with any one of the selectable service programs that have area information corresponding to the detected position information of the mobile station.